

SURAJ SINGH GAUR

Marketing & Content Professional | AI-Driven Brand Building | Ideator

Mob : +91 8830668094 | Email : surajsinghvgaaur@gmail.com

PROFESSIONAL SUMMARY

Marketing, content and growth professional with more than a decade of experience across media, entertainment, consumer and corporate sectors, having worked on 100+ marketing campaigns, 150+ clients and 200+ influencer tie-ups. I enjoy bringing together strategy, creativity, audience understanding and increasingly use AI-led tools to help brands grow faster and market smarter. At the core, I still believe that every impactful marketing campaign begins with a small idea and finding that idea is what excites me the most. I am usually the person trying to figure out what could become the internet's next big thing!

PROFESSIONAL EXPERIENCE

RELIANCE INDUSTRIES LIMITED

Project Lead / Deputy General Manager

November 2024 – Present / Mumbai - Pune

- Lead the flagship program 'JioLEAP', Reliance's exclusive podcast channel and leadership platform driven by the Chairman's Office under Mr. Mukesh Ambani.
- Manage the overall brand, content, audience growth and monetization strategy for JioLEAP across YouTube, Instagram, Facebook and explore newer digital and on-ground platforms.
- Work on AI-enabled content, audience and distribution ideas to help the brand's digital community grow faster, improve engagement and make content creation more efficient.
- Focus on content innovation, creator collaborations and digital storytelling to help position JioLEAP as a strong and differentiated thought-leadership brand.
- Partner closely with the Central Corporate Communications team and leadership teams across businesses such as Retail and Manufacturing.
- Work on strategic projects for the Chairman's Office, often involving coordination across multiple teams and senior stakeholders.

THE WALT DISNEY COMPANY – DISNEY STAR

Digital Marketing Lead / Assistant Manager

May 2022 – July 2024 / Mumbai

- Built and led the YouTube and Meta monetization functions from the ground up, which grew into a multi-crore monthly business in 2 years.
- Helped deliver 400% growth in digital revenues and 150% growth in online communities across the StarPlus channel network.
- Scaled YouTube subscribers from 18 million to 47 million and grew the overall social media presence from 15 million to 24.4 million.
- Launched 5 new YouTube channels and helped build content and monetization plans across entertainment and fiction/non-fiction properties.
- Managed and mentored multiple teams across content strategy, monetization, creator partnerships, analytics and platform growth.
- Planned and executed 100+ influencer collaborations and creator campaigns, helping drive strong organic growth across platforms.
- Introduced AI-led content and creative workflows to improve ideation, speed of execution and overall campaign performance.
- Worked closely with Meta and YouTube leadership teams to build stronger long-term partnerships.

- Created presentations and growth strategies for Disney leadership around monetization, audience growth and digital best practices.

ZEST CREATIVE

Head – Digital Content, Strategy & Operations

December 2019 – February 2022 | Pune

- Built the company's digital marketing vertical and set up the overall strategy, content and operations function.
- Worked with clients across sectors such as automobile, FMCG, healthcare, education, retail and real estate.
- Created and managed campaigns across social media, SEO, SEM, programmatic, display advertising and content marketing.
- Helped brands define their positioning, messaging and communication across digital, print, radio and outdoor platforms.

PARADIGM PLUS

Brand Manager

April 2015 – October 2019 | Pune

- Worked on ATL and BTL strategies, brand plans and new business pitches for clients across different sectors.
- Led the launch of Piaggio Apé E-City, India's first electric auto-rickshaw, including the brand strategy, campaign planning and market communication.
- Managed client servicing, retention, SEO / SEM strategy, social listening tools and integrated campaign execution.
- Built and launched the digital platform and ecommerce portal for Piaggio Commercial Vehicles, India.

ACHIEVEMENTS

- Won 7 YouTube Creator Awards including 2 Gold Play Buttons and 5 Silver Play Buttons.
- Awarded the LTI Bonus by the Board of Directors at The Walt Disney Company for exceptional performance.
- Received special bonus payouts for outstanding contribution and business impact.

CORE EXPERTISE

Brand Management | Digital Marketing | Content Strategy | Social Media Growth | YouTube & Meta Monetization | AI in Marketing Technology | Community Building | Performance Marketing | Influencer Marketing | Integrated Campaigns | Brand Storytelling | Consumer Insights | GTM Strategy | Cross-Functional Leadership | Team Building | Strategic Partnerships | Analytics and Reporting | Ideation | Consumer Marketing | Audience Growth | Growth Marketing | Digital Storytelling

EDUCATION

Symbiosis International University

Master of Business Administration - Marketing & Communications | 2013 – 2015

Bachelor of Business Administration - Corporate Management | 2010 – 2013

INTERESTS

Sports | Writing | Acting & Modelling | Gaming | Certified Lifesaver

LANGUAGES

English, Hindi and Marathi – Full Professional Proficiency | French – Basic Proficiency